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UNITED STATES DEPARTMENT OF AGRICULTURE
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AVAILABILITY OF CANNED RED SOUR CHERRIES IN
RETAIL FOOD STORES, MAY 1954

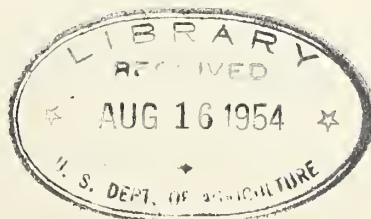
Canned red sour cherries were stocked in 62 percent of the Nation's retail food stores surveyed in May 1954, compared with 65 percent of the stores in this month of 1953. This was the indication of a nationwide survey of retail food stores just completed by the Department in cooperation with the Michigan Cherry Commission. This slight decline nationally in the proportion of stores handling canned cherries affected all 5 regions, with the Southern region dropping most. Availability continued greatest in the North Central region, where consumers could buy canned cherries in 9 out of 10 of the food stores. However, only about half of the food stores in Chicago had this product on hand. Availability in May this year, as last year, was lowest in the Northeastern and the Southern regions, where only about 1 store out of 5 had canned cherries in stock. In the Pacific region, about three-fourths of the stores had this product on hand, practically unchanged from a year ago.

In the May survey this year, data were obtained separately for the first time for the No. 2 and the No. 303 can sizes of canned red sour cherries. About three-fourths of the Nation's retail food stores stocking canned red sour cherries had the No. 2 can, while the No. 303 can was found in about one-fourth of these stores. The No. 2 can of cherries was stocked by a larger proportion of the stores in the North Central and Pacific regions than elsewhere. Also a larger proportion of the national chain stores than other types of retail outlets stocked this can size.

Availability of the No. 303 can of red sour cherries was highest in the Mountain-Southwest region, where consumers could buy it in 1 out of 3 food stores. Availability was second greatest in the North Central region. Comparatively few stores in the other regions had the No. 303 can. About one-fourth of the regional chain stores surveyed had the No. 303 can, a higher proportion than for the other major types of retail outlets.

Retail food store inventories of canned red sour cherries in May 1954 totaled an estimated 235,000 cases (equivalent No. 2 cans). This was about 14 percent less than was on hand a year ago. Inventories in the chain stores were above those of last year while stocks in the hands of independent stores were almost a fourth smaller. As was the case a year ago, about two-fifths of the total retail store stocks were held by stores in the North Central region. Stocks were next largest in the Northeastern and the Southern regions, each of these accounting for about one-fifth of the total.

About two-thirds of the retail-store stock of canned red sour cherries in May 1954 were those in the No. 2 cans. About one-fifth of the stocks,



an estimated 47,000 cases, were in No. 303 cans. The largest part of the inventory of 303 cans was in the North Central region.

Almost one-third of the estimated total stock of canned cherries in regional chain stores was in 303 cans, and nearly a fifth of the stock in the independent grocers. In national chain store outlets, this can size accounted for only a tenth of their canned cherries inventory.

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Table 1.--Canned red sour cherries: Percentage of retail food stores having product available, and inventories in retail food stores, by store classification and location, United States, May 1953 and 1954 1/

Store classification and location	Percentage of stores having canned cherries		Inventory	
	May		May	
	1953 <u>2/</u>	1954	1953 <u>2/</u>	1954
	Percent	Percent	1,000 cases <u>3/</u>	1,000 cases <u>3/</u>
U. S. total	65	62	274	235
Volume of store business annually:				
Under \$50,000	56	52	96	75
\$50,000 to \$100,000	76	76	62	51
\$100,000 to \$300,000	87	85	67	51
\$300,000 and over	92	92	49	58
Type of store management:				
National chains	90	92	21	28
Regional chains <u>4/</u>	89	85	39	44
Independent groceries:	64	61	214	163
Store location by city size, population:				
Under 10,000 <u>5/</u>	70	67	140	115
10,000 to 100,000	69	65	65	50
100,000 to 500,000	70	67	36	38
500,000 and over	47	47	33	32
Store location by region or city <u>6/</u>				
Northeast	51	50	41	45
North Central	89	88	115	94
South	61	55	57	46
Mountain-Southwest	72	67	37	27
Pacific	73	72	12	12
New York City	18	18	2	2
Chicago	62	51	5	5
Los Angeles	78	81	5	4

1/ Excludes fruit and vegetable markets.

2/ Revised in accordance with slightly different statistical basis used in the May 1954 survey.

3/ Equivalent cases of 24 No. 2 cans.

4/ Excludes voluntary chains.

5/ Includes rural route stores outside corporate city limits.

6/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 2.--Canned red sour cherries: Percentage of retail food stores having product available, and inventories in retail food stores according to can size, by store classification and location, United States, May 1954 ^{1/}

Store classification and location	Percentage of stores having canned cherries				Inventory			
	^{1/} 303	^{2/} 2	Other:	Total	^{1/} 303	^{2/} 2	Other:	Total
	cans	cans	sizes:		cans	cans	sizes:	
					1,000 cases	1,000 2/cases	1,000 2/cases	1,000 2/cases
U. S. total	14	47	9	62	47	161	27	235
Volume of store business annually:								
Under \$50,000	11	39	6	52	14	55	6	75
\$50,000 to \$100,000	15	57	11	76	8	34	9	51
\$100,000 to \$300,000	25	66	18	85	9	37	5	51
\$300,000 and over	26	74	20	92	16	35	7	58
Type of store management:								
National chains	19	86	5	92	3	24	1	28
Regional chains ^{3/}	27	67	17	85	14	23	7	44
Independent groceries:	13	45	9	61	30	114	19	163
Store location by city size, population:								
Under 10,000 ^{4/}	14	50	11	67	21	78	16	115
10,000 to 100,000	17	49	7	65	10	36	4	50
100,000 to 500,000	14	52	10	67	11	24	3	38
500,000 and over	10	36	4	47	5	23	4	32
Store location by region or city ^{5/}								
Northeast	6	41	4	50	7	32	6	45
North Central	25	65	13	88	25	61	8	94
South	8	41	11	55	3	38	5	46
Mountain-Southwest	33	41	8	67	9	12	6	27
Pacific	16	58	8	72	2	9	1	12
New York City	2	14	2	18	^{6/}	2	^{6/}	2
Chicago	8	39	10	51	^{1/}	3	^{1/}	5
Los Angeles	7	78	3	81	^{6/}	4	^{6/}	4

^{1/} Excludes fruit and vegetable markets.

^{2/} Equivalent cases of 24 No. 2 cans.

^{3/} Excludes voluntary chains.

^{4/} Includes rural stores outside corporate city limits.

^{5/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{6/} Less than 500 cases.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

